

COTTONWOOD HEIGHTS

RESOLUTION No. 2021-59

A RESOLUTION APPROVING AN AGREEMENT WITH SALT LAKE COUNTY FOR TIER II ZAP FUNDING (COTTONWOOD HEIGHTS ARTS COUNCIL, 2021-2022)

WHEREAS, Salt Lake County (the “County”) has imposed a sales and use tax pursuant to UTAH CODE ANN. §59-12-701, *et seq.*, and has enacted an ordinance (Chapter 3.07, SALT LAKE COUNTY CODE OF ORDINANCES) and policies governing distribution of the revenues collected by such tax, which commonly are referred to as the “Zoo, Arts & Parks Funds” (“Funds”); and

WHEREAS, the Cottonwood Heights Arts Council (the “Arts Council”), an agency of the city of Cottonwood Heights (the “City”), has applied for and is qualified to receive a portion of the Funds pursuant to the governing statutes, ordinances and policies; and

WHEREAS, for that purpose, the County and the City desire to enter into the agreement that is attached as an exhibit hereto (the “Agreement”) for the purpose of effecting such grant of Funds to the Arts Council; and

WHEREAS, the City’s city council (the “Council”) met in regular session on 16 November 2021 to consider, among other things, approving the City’s entry into the Agreement; and

WHEREAS, the Council has reviewed the form of the Agreement; and

WHEREAS, after careful consideration, the Council has determined that it is in the best interests of the health, safety and welfare of the citizens of the City to approve the City’s entry into the Agreement as proposed;

NOW, THEREFORE, BE IT RESOLVED by the city council of Cottonwood Heights that the Agreement is hereby approved, and that the City’s mayor and recorder are authorized and directed to execute and deliver the Agreement on behalf of the City.

This Resolution, assigned no. 2021-59, shall take effect immediately upon passage.

PASSED AND APPROVED this 16th day of November 2021.



COTTONWOOD HEIGHTS CITY COUNCIL

By

Michael J. Peterson, Mayor

ATTEST:


Paula Melgar, Recorder



VOTING:

Michael J. Peterson
Douglas Petersen
J. Scott Bracken
Tali C. Bruce
Christine Watson Mikell

Yea ☒ Nay ☐
•Yea ☒ Nay ☐
•Yea ☒ Nay ☐
Yea ☐ Nay ☐
Yea ☐ Nay ☐

excused
excused

DEPOSITED in the office of the City Recorder this 16th day of November 2021.

RECORDED this 17 day of November 2021.

**SALT LAKE COUNTY
TIER I I
ZOO, ARTS AND PARKS FUNDING AGREEMENT
Between
SALT LAKE COUNTY
And
Cottonwood Heights**

THIS AGREEMENT is made and entered into this 1st day of November, 2021 by and between SALT LAKE COUNTY, a body corporate and politic of the State of Utah ("COUNTY"), and **Cottonwood Heights** a Utah non-profit organization or a governmental entity, whose mailing address is **2277 E. Bengal Blvd. , Cottonwood Heights, UT 84121** ("RECIPIENT").

WHEREAS, the COUNTY has imposed a local sales and use tax, pursuant to Utah Code Ann. §§ 59-12-701, et seq., and has enacted an ordinance, Chapter 3.07, Salt Lake County Code of Ordinances, 2005, as well as policies governing distribution of the revenues collected by this tax, which revenues are referred to as the "Zoo, Arts & Parks Funds" ("Funds").

WHEREAS, RECIPIENT has applied for and is qualified to receive a portion of the Funds pursuant to the statute, ordinance, and policies.

NOW, THEREFORE, in consideration of the mutual promises, covenants, terms and conditions contained in this Agreement, and the payment of the amount of Funds as specified, the parties agree as follows:

1. SCOPE OF AGREEMENT:

In exchange for receipt of the Funds specified in Paragraph 3 below, RECIPIENT agrees to the following terms and uses for the Funds:

- A. Funds shall be expended within Salt Lake County as set forth with greater specificity in RECIPIENT'S Application Form (Exhibit 1) and, if applicable, COUNTY'S additional requirements letter (Exhibit 3), incorporated herein by reference, and as further defined and set forth herein and pursuant to Utah Code Ann. §§ 59-12-701, et seq.; Chapter 3.07 Salt Lake County Code of Ordinances, 2005; and those policies, applications and standards established by Salt Lake County to administer the distribution of the Funds.
- B. Funds may not be expended for the following non-qualifying expenditures, outlined more fully in Countywide Policy No. 1031: capital construction expenses, acquisition of real property or any interest in real property, depreciation or amortization of any asset including real property, improvement to real property, payments into an endowment corpus, expenditures outside of Salt Lake County, fund-raising expenditures related to capital or endowment campaign, repayment of loans or interest thereon, grants or re-grants, scholarships, interest payments, direct political lobbying, expenditures not directly related to RECIPIENT's primary

purpose, non-deductible tax penalties, bad debt expense, and any operating expenses that are utilized in calculating federal unrelated business income tax.

- C. RECIPIENT agrees to update the contacts for their organization through the online grantor management system (currently Zoomgrants) and directly to ZAP program staff in a timely manner.
- D. RECIPIENT agrees to submit an Evaluation Report detailing how Funds were expended on or before March 31, 2022. RECIPIENT understands that current and future Funds may be withheld due to an inadequate, incomplete, or non-submitted Actual Use/Evaluation Report.
- E. RECIPIENT agrees to acknowledge the Salt Lake County Zoo, Arts and Parks program ("ZAP Program") in writing and orally, including acknowledging the Salt Lake County ZAP Program at events for which Funds have been utilized. RECIPIENT further agrees to use its best efforts to use the official Zoo, Arts & Parks logo on written material such as playbills, brochures, appropriate advertisements, flyers, banners, websites and newsletters. RECIPIENT may use other acknowledgments as appropriate, such as announcements from the stage, in media releases, on supertitles, on pre-event videos, etc. If RECIPIENT has a website, the Zoo, Arts and Parks logo shall be displayed on the donor/sponsor page or other prominent page of the website. RECIPIENT shall follow the guidelines in Exhibit 2, ZAP Logo Usage and Acknowledgment Guide.
- F. RECIPIENT shall provide COUNTY with a copy of programs or other printed material acknowledging the COUNTY and the ZAP Program with the Evaluation Report under Subparagraph 1D above.
- G. RECIPIENT agrees to provide COUNTY with press releases and other public relations material designed to promote RECIPIENT'S programs and projects. Submission by email is preferred at PRZAP@slco.org.
- H. RECIPIENT agrees that if it produces a free or reduced-admission-fee program, the terms of admission shall be extended to all citizens of the State of Utah and shall not be restricted to citizens of Salt Lake County. RECIPIENT further agrees to publicly announce (in some manner) that this has been sponsored by the Salt Lake County Zoo, Arts and Parks Program (using this or similar wording) and to inform the COUNTY'S Representative, named below, of such an event in advance and in a timely manner.
- I. RECIPIENT agrees to use the www.nowplayingutah.com (NPU) website to promote its events. This arts and cultural calendar has been created by the ZAP Program, Utah Division of Arts and Museums and Visit Salt Lake in order to benefit Utah's arts and cultural community and individuals interested in attending arts and cultural events. RECIPIENT shall provide its publicity materials to NPU in a timely manner and shall promote the NPU website among its constituents, patrons, audiences, etc., including linking to NPU from RECIPIENT'S website. RECIPIENT also agrees to list artist profiles on NPU.
- J. RECIPIENT agrees to provide tickets to any non-fundraising event, without

charge and within reason, as requested by COUNTY'S Representative to enable the Tier II Advisory Board to better review and evaluate RECIPIENT'S organization and programs. RECIPIENT is encouraged to extend to Tier II Advisory Board members an invitation to at least one event per year without charge for evaluation purposes. RECIPIENT shall use the ZAP invitation form, found on the ZAP website, to submit invitations to the Tier II Advisory Board.

- K. In compliance with County Ethics Ordinance 2.07.207 and as outlined in the ZAP Event Attendance Program available on the COUNTY's website, RECIPIENT may make one non-fundraising performance or event per year available to elected or appointed officials through said Representative for the purpose of enabling the official to better evaluate and review the organization, programming and attendance at the event. RECIPIENT shall use the ZAP invitation form, found on the ZAP website, to submit invitations to the elected or appointed officials.
- L. It is understood and agreed that no Funds or proceeds from Funds will be made available to any public officer or employee or in violation of the County Ethics Code 2.07 and Public Employees Ethics Act, Utah Code Ann. §§ 67-16-1, et. seq.
- M. COUNTY may sponsor an event that highlights the ZAP Program and showcases the recipients of ZAP funding. If the COUNTY sponsors such an event and RECIPIENT is invited to participate, RECIPIENT will use its best efforts to reasonably participate as requested.
- N. The RECIPIENT agrees that, although it may not be a "public body" as defined by the Utah Open and Public Meeting statute, Utah Code Ann. §§ 52-4-101, et. seq., because RECIPIENT receives public funds, it will use its best efforts to adhere to the spirit of the statute by making its board meetings open to the public.
- O. COUNTY provides synchronous and asynchronous training for all recipients. RECIPIENT agrees that at least one representative from the organization will complete the training on an annual basis.
- P. Salt Lake County has invested in tracking real-time data on the services it provides. The ZAP Program collects data that highlights grantee activities with the intent of sharing it through internal dashboard systems. RECIPIENT agrees to participate by providing data upon request. The data will be similar to information requested in the ZAP Application Form, such as attendance, free admissions, expenditures, and staffing.

2 PUBLIC FUNDS AND PUBLIC MONIES:

- A. Definitions: "Public funds" and "public monies" mean monies, funds, and accounts, regardless of the source from which they are derived, that are owned, held, or administered by the State or any of its boards, commissions, institutions, departments, divisions, agencies, bureaus, laboratories, or other similar instrumentalities, or any county, city, school district, political subdivision, or other public body. The terms also include monies, funds or accounts that have been transferred by any of the aforementioned public entities to a private contract provider for public programs or services. Said funds shall maintain the nature of

"public funds" while in RECIPIENT'S possession.

- B. RECIPIENT'S Obligation: RECIPIENT of "public funds" and "public monies" pursuant to this and other contracts related hereto, expressly understands that it, its officers, and employees are obligated to receive, keep safe, transfer, disburse and use these "public funds" and "public monies" as authorized by law and this Agreement for ZAP qualifying activities in Salt Lake County. RECIPIENT understands that it, its officers, and employees may be criminally liable under Utah Code Ann. § 76-8-402, for misuse of public funds or monies. RECIPIENT expressly understands that COUNTY may monitor the expenditure of public funds by RECIPIENT.
- C. COUNTY reserves the right to audit the use of Funds and the accounting of the use of Funds received by RECIPIENT under this Agreement. If an audit is requested by the COUNTY, RECIPIENT shall cooperate fully with COUNTY and its representatives in the performance of the audit.
- D. RECIPIENT expressly understands that COUNTY may withhold funds or require repayment of funds from RECIPIENT for contract noncompliance, failure to comply with directives regarding the use of public funds, or for misuse of public funds or monies.

3. CONTRIBUTION:

Payment of Funds to RECIPIENT and the amounts thereof shall be determined and paid as set forth in Chapter 3.07, Salt Lake County Ordinances, 2001; and the COUNTY'S Policy #1031. Payment of Funds to RECIPIENT for the ZAP fiscal year **2021** shall be approximately **\$14200.00** of the funds designated for Tier II qualifying organizations. This amount is based on 2021 ZAP revenue projections and the Tier II Advisory Board's recommendation as approved by the Salt Lake County Council. Actual amount distributed to RECIPIENT may be decreased if 2021 ZAP revenues differ from those projected. The COUNTY recognizes that if a RECIPIENT is awarded less funding than requested, the project as described in the Application Form may be scaled back commensurately. Funds may be distributed in several payments. Any past due balances owed to a county facility or agency may first be deducted before any distribution of FUNDS made to RECIPIENT

4. EFFECTIVE DATE:

This agreement shall be for a term of one (1) year, beginning on the date of the first distribution of Funds to RECIPIENT, and shall not be renewable. It is understood that the Funds received by RECIPIENT under this Agreement will be expended and accounted for within either RECIPIENT'S fiscal year or the time period indicated in its 2021 Application Form. All covenants made by RECIPIENT will survive the expiration or termination date of this Agreement if, at that time, any Funds paid to RECIPIENT under this Agreement remain unexpended, and such covenants shall continue to bind RECIPIENT until all such Funds are expended or returned to COUNTY.

If all Funds received under this Agreement are not expended during RECIPIENT'S fiscal year or time period indicated in its 2021 Application Form, RECIPIENT agrees to account for the Funds in the succeeding fiscal year pursuant the terms and conditions of this Agreement.

All covenants made by RECIPIENT shall survive the expiration date of this Agreement if any Funds paid to RECIPIENT under this Agreement remain unexpended and shall continue to bind RECIPIENT until all such Funds are expended.

5. MAINTENANCE AND AVAILABILITY OF RECORDS:

RECIPIENT agrees to maintain detailed and accurate records of the use of all Funds that it receives under this Agreement. RECIPIENT further agrees to retain said records and make them available for review by COUNTY from time to time upon the COUNTY'S request. Said records shall be maintained by RECIPIENT for a period of five (5) years from the date of their creation. All records shall be maintained in a professional manner and form and, if so requested, in a manner and form specified by the Salt Lake County Auditor's Office. The parties hereby stipulate that ownership of all records that are the subject of this paragraph shall rest with RECIPIENT. However, to the extent that such records are deemed by competent legal authority to be records of the COUNTY, the parties agree that the COUNTY's review and/or disclosure of said records will be governed by the Utah Government Records Access and Management Act, Utah Code Ann. §§ 63G-2-101 et. seq. If any records obtained by the COUNTY reveal that RECIPIENT is in violation of this Agreement, the COUNTY may make use of and disclose such records as it deems appropriate to protect its rights under this Agreement and to protect the public's interest in the proper expenditure of public funds.

6. ASSIGNMENT AND TRANSFER OF FUNDS:

It is understood and agreed that RECIPIENT shall not assign or transfer its rights or receipt of Funds under this Agreement, any interest therein, or claim hereunder. The Funds provided under this Agreement shall be used exclusively and solely by RECIPIENT for the purposes set forth in this Agreement.

7. INDEPENDENT ENTITY:

It is understood and agreed that RECIPIENT'S status in relation to COUNTY is that of an independent entity. RECIPIENT'S acts, made through any of RECIPIENT'S officers, agents or employees are made without any suggestion, direction, or management whatsoever by the COUNTY, the COUNTY'S Representative, or any other of COUNTY'S officers, agents or employees. The parties stipulate that the Funds provided to RECIPIENT under this Agreement do not give COUNTY any authority whatsoever over the manner and method by which RECIPIENT carries out its purposes. To the extent that any actions taken by RECIPIENT violate the understanding between the parties, as expressed in RECIPIENT'S Application Form and in this Agreement, COUNTY shall have the rights provided under this Agreement to withdraw funding and demand reimbursement of Funds previously expended by RECIPIENT.

8. INDEMNIFICATION:

A. Unless RECIPIENT is a governmental entity in the State of Utah, the Parties agree to the following indemnification provisions:

RECIPIENT shall indemnify, defend and save harmless the COUNTY, its officers, agents and employees, from and against any and all claims, damages, losses and expenses, including attorney's fees and legal costs, arising out of any and all of RECIPIENT'S, or its officers', agents', or employees' negligent or wrongful acts or failures to act which occur during the term of the Agreement, or, if Funds are not

fully expended during the term of this Agreement, during the period of time in which RECIPIENT expends Funds made available under this Agreement.

COUNTY is a body corporate and politic of the State of Utah, subject to the Utah Governmental Immunity Act, Utah Code Ann. §§ 63G-7-101 *et. seq.* (the "Act"). The Parties agree that COUNTY shall only be liable within the parameters of the Act. Nothing contained in this Agreement shall be construed, in any way, to modify the limits of liability set forth in the Act or the basis for liability as established in the Act.

B. If RECIPIENT is a governmental entity in the State of Utah, the Parties agree to the following indemnification provision:

Both Parties are governmental entities under the Governmental Immunity Act of Utah, §§ 63G-7-101 *et. seq.* (the "Act"). There are no indemnity obligations between these parties. Subject to and consistent with the terms of the Act, the COUNTY and the RECIPIENT shall be responsible for their own negligent acts or omissions, or those of their authorized employees, officers, and agents while engaged in the performance of the obligations under this Agreement, and neither the COUNTY nor the RECIPIENT shall have any liability whatsoever for any negligent act or omission of the other Party, its employees, officers, or agents. Neither Party waives any defenses or limits of liability available under the Act and other applicable law. Both Parties maintain all privileges, immunities, and other rights granted by the Act and all other applicable law.

9. INSURANCE:

RECIPIENT shall maintain insurance in accordance with industry standards and as is reasonably appropriate for the type of events, programs and operations RECIPIENT conducts.

10. NO OFFICER OR EMPLOYEE INTEREST:

RECIPIENT understands and represents that no officer or employee of the COUNTY has or shall have any pecuniary interest, direct or indirect, in this Agreement or the Funds distributed.

11. TERMINATION:

The COUNTY may terminate this Agreement as a result of the failure of RECIPIENT to fulfill its obligations under this Agreement. The COUNTY shall provide written notice of termination of this Agreement by delivering to RECIPIENT a Notice of Termination specifying the basis for the termination. Upon RECIPIENT's receipt of a Notice of Termination, RECIPIENT shall have 30 days in which to cure the basis for termination set forth in such Notice of Termination. If RECIPIENT fails to cure such basis for termination within the 30-day period, COUNTY may terminate this Agreement. Upon termination of this agreement, RECIPIENT shall immediately deliver to the COUNTY all unused Funds previously paid to RECIPIENT under this Agreement and the COUNTY may, in its sole discretion, seek repayment of expended funds previously paid to RECIPIENT under this Agreement.

The COUNTY may terminate this agreement for the following non-inclusive reasons:

- A. RECIPIENT no longer qualifies for receipt of funding as a Tier II organization under the COUNTY'S ZAP Program,
- B. RECIPIENT was determined to be qualified based upon the submission of erroneous information and may require RECIPIENT to return all Funds paid to RECIPIENT based upon the erroneous information.
- C. RECIPIENT fails the minimum financial health test and its financial health plan is not accepted by the COUNTY.
- D. RECIPIENT fails to supply adequate financial health reports (if required by this Agreement),
- E. If the financial health of RECIPIENT is in such jeopardy that organizational dissolution is inevitable.
- F. Any actions taken by RECIPIENT violate the understanding between the parties, as expressed in RECIPIENT'S Application Form and in this Agreement

The parties agree that rights and remedies of the COUNTY in this section are in addition to any other rights and remedies provided by law or under this Agreement.

12. ETHICAL STANDARDS:

RECIPIENT represents that it has not: (a) provided an illegal gift or payoff to any County officer or employee, or former County officer or employee, or to any relative or business entity of a County officer or employee, or relative or business entity of a former County officer or employee; (b) retained any person to solicit or secure this contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, other than bona fide employees of bona fide commercial agencies established for the purpose of securing business; (c) breached any of the ethical standards set forth in State statute or Salt Lake County's Ethics Code, Chapter 2.07, Salt Lake County Code of Ordinances, 2005; or (d) knowingly influenced, and hereby promises that it will not knowingly influence, any County officer or employee or former County officer or employee to breach any of the ethical standards set forth in State statute or Salt Lake County ordinances.

13. COUNTY REPRESENTATIVE:

COUNTY hereby appoints the Program Director of the COUNTY'S ZAP Program as COUNTY Representative to assist in the administration of this Agreement and the Funding provided by this Agreement. Said Representative shall ensure performance of this Agreement by RECIPIENT and assist RECIPIENT in obtaining information and access to COUNTY or other government offices, if necessary for RECIPIENT'S performance of this Agreement, and if such assistance is requested by RECIPIENT. Additionally, said Representative shall monitor and evaluate the performance of this Agreement by RECIPIENT, but shall not assume any supervisory or management role over RECIPIENT or any of RECIPIENT'S officers, agents or employees during RECIPIENT'S ordinary course of business or in RECIPIENT'S expenditure of funds provided by this Agreement, other than to enforce COUNTY'S rights and responsibilities under this Agreement.

14. COMPLIANCE WITH LAWS:

RECIPIENT agrees that it, its officers, agents and employees will comply with all laws, federal, state or local, which apply to its operations and in particular those laws created to protect the rights of individuals, including, but not limited to, those laws requiring access for persons with disabilities as well as the laws governing non-discrimination against all protected groups and persons in admissions and hiring.

15. ADDITIONAL DOCUMENTS:

The following documents shall be submitted by RECIPIENT to the COUNTY prior to any funds being disbursed to RECIPIENT by the COUNTY, and are incorporated into this Agreement by reference, being made a part hereof as exhibits:

- A. Application Form – (Exhibit 1)
- B. ZAP Logo Usage and Acknowledgement Guide – (Exhibit 2)
- C. Additional Requirements Letter, if applicable – (Exhibit 3)

16. INTERPRETATION:

The entire agreement among the parties shall consist of this Agreement and the documents set forth above in paragraph 15. All documents are complementary and the provisions of each document shall be equally binding upon the parties. In the event of an inconsistency between any of the provisions of said documents, the inconsistency shall be resolved by giving precedence first to this Agreement, and then to the other documents in the order set forth in paragraph 15 above. Further, this Agreement shall be interpreted to be consistent with Title 59, Chapter 12, Part 7, U.C.A., (1953, as amended); and Chapter 3.07, Salt Lake County Code of Ordinances, 2005, as amended; and County Policy #1031.

17. ENTIRE AGREEMENT:

This Agreement contains the entire agreement between the parties, and no statement, promises or inducements made by either party or agents for either party that are not contained in this written agreement shall be binding or valid. This Agreement may not be enlarged, modified or altered, except in writing, signed by the parties. Moreover, as a standard form contract approved by the District Attorney's Office, any alteration without the approval of the District Attorney's Office shall render the agreement void and without effect.

18. SURVIVAL:

All covenants made by RECIPIENT shall survive the expiration date of this Agreement if any Funds paid to RECIPIENT under this Agreement remain unexpended and shall continue to bind RECIPIENT until all such Funds are expended.

19. GOVERNING LAWS:

It is understood and agreed by the parties hereto that this Agreement shall be governed by the laws of the State of Utah and Salt Lake County, both as to interpretation and performance.

20. WARRANT OF AUTHORITY:

Any person signing this Agreement warrants his or her authority to do so and bind RECIPIENT. RECIPIENT understands that COUNTY may require RECIPIENT to return all Funds paid to RECIPIENT based upon a breach of the warrant of authority.

21. STANDARD FORM:

Any alteration of the standard form language without approval of the attorney shall render this agreement void and without effect. Any changes to this agreement must be pre-approved as to from by the District Attorney's Office.

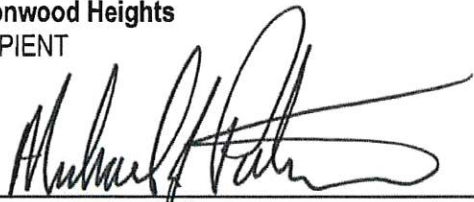
IN WITNESS WHEREOF, the parties have executed this Agreement the day and year recited above.

SALT LAKE COUNTY

By: _____
Mayor or Designee

Date: _____

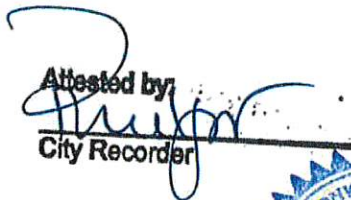
**Cottonwood Heights
RECIPIENT**

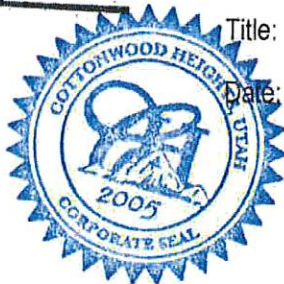
By: 

Name: Michaela Petersow

Title: MAYOR, CITY OF COTTONWOOD

Date: 10/1/2021

Attested by: 
City Recorder





Salt Lake County
ZAP

ZAP 2021 Tier II Application
Deadline: 10/28/2021

Cottonwood Heights Cottonwood Heights Arts Council

Jump to: [Additional Questions](#) [Eligibility Check](#) [Application Questions](#) [Budget](#) [Documents](#)

\$ 15,000.00 Requested

Submitted: 5/26/2021 3:48:13 PM (Pacific)

Project Contact

Ann Eatchel
AEatchel@ch.utah.gov
Tel: 801-944-7000

Additional Contacts

CWhitmore@ch.utah.gov

Cottonwood Heights

2277 E. Bengal Blvd.
Cottonwood Heights, UT 84121
United States

Telephone 801-944-7000
Fax
Web ch.utah.gov
EIN 202154375

City Manager

Tim Tingey
TTingey@ch.utah.gov

Additional Questions [top](#)

Utah Entity Number

1. Utah Entity Number
202154375

Secondary Contact

2. First Name
Paula

3. Last Name
Melgar

4. Telephone
801-944-7000

5. Email
pmelgar@ch.utah.gov

Budget Contact

6. First Name
Scott

7. Last Name

8. Telephone

801-944-7000

9. Email

sjurges@ch.utah.gov

Eligibility Check [top](#)

Some answers will not be presented because they are not part of the selected group of questions based on the answer to #2.

1. My organization is a...

Your organization must be one of these to be eligible for funding.

- ☐ 501(c)3 nonprofit
- ☒ Municipal arts/cultural council (officially designated by the municipality)
- ☐ Affiliate or part of a University that does not receive more than 50% of its funds from the state

2. What is your organization's PRIMARY purpose?

PRIMARY means that more than 50% of your organization's activities have this purpose.

- ☐ Botanical (the advancement and preservation of plant science through horticultural display, botanical research, and community education)
- ☒ Cultural (the advancement and preservation of natural history, history, humanities, art, music, theater, dance, cultural arts, literature, motion picture, or storytelling)
- ☐ Other

3. If your overall organization's primary purpose is not botanical or cultural, your application's PROGRAM/PROJECT might qualify for funding. Does the program/project you are applying for have a botanical or cultural purpose?

-answer not presented because of the answer to #2-

4. Does the program/project you are applying for consistently maintain financial books and records separate from your overall organization?

-answer not presented because of the answer to #2-

5. What is your organization's eligible discipline? (see Application Resource Library for list of discipline definitions; eligible organizations MUST fall clearly within at least one discipline)

Your organization will be reviewed with others in your discipline. You should select the discipline that most accurately reflects your organization's work.

- ☐ Architecture
- ☐ Arts & Cultural Festivals (excludes state/local/community fairs)
- ☐ Arts Education
- ☐ Botanical
- ☐ Dance
- ☐ Folk Arts
- ☐ History
- ☐ Humanities
- ☐ Interdisciplinary/Performance Art
- ☐ Literature
- ☐ Local Arts Agency (municipal arts/cultural council)
- ☐ Media Arts
- ☒ Multi-Disciplinary (arts and cultural)
- ☐ Music
- ☐ Natural History
- ☐ Presenting Organizations
- ☐ Theatre

☐ Visual Arts

6. During what 12-month time period will you spend your requested 2021 funds? (eg. July 2021-June 2022)

If funded, you need to spend your grant during this 12-month time period. It must: A) align with your fiscal year B) fall between January 2021 and December 2022, C) not overlap with previously ZAP funded time periods.
July 2021 - June 2022

7. Summarize your organization's work in 140 characters or less.

If funded, we will use this description in ZAP's public-facing Grantee Directory. This should be a simple explanation of what you would like the community to know about your organization's work.

To enriches lives by sharing art opportunities in the community. We create cultural events that are engaging to all and promote involvement

8. In which Salt Lake County Council District is your organization located?

You can look up which council district your organization is located on the SLCo Interactive District Map:

<https://slco.org/council/district-map/>

☐ 1

☐ 2

☐ 3

☒ 4

☐ 5

☐ 6

☐ Not located in a Salt Lake County Council District

9. Does your organization have a current board-approved Standard of Ethics for your organization?

Tier II organizations are expected to maintain professional and ethical standards. For resources on creating and maintaining a Standard of Ethics, please see the Capacity Building Resources link in the Resource Library.

☒ Yes

☐ No

10. DATA: What is the physical address where the MAJORITY of your activities take place? OR: If you do not have a primary activity location, where your organization can be physically accessed by the public?

If you are having trouble answering this question, please contact ZAP staff. This information is only used to create an activity heat map for elected officials.

Cottonwood Heights City Hall, 2277 East Bengal Blvd
Butler Middle School, 7530 South 2700 East

Documents Requested *

Tax Exempt Document (e.g. IRS designation letter;
letter from municipality)

Required? Attached Documents *



[CH Tax Letter](#)

[CH Tax Exempt Letter](#)

Application Questions [top](#)

Some answers will not be presented because they are not part of the selected group of questions based on the answer to #5.

1. What is your organization's board-approved mission statement?

If your overall organization does not have an arts/cultural focus and you are applying for project funding (eg. a concert series at a university institution), provide your project's specific mission statement.

The mission of the Cottonwood Heights Arts Council is to enrich the lives of residents by providing engaging cultural events and educational opportunities which foster creativity and passion for the arts within the community.

2. What year did your organization confirm nonprofit status?

If necessary, BRIEFLY explain anything unusual about this (e.g. existed as a for-profit until 10 years ago, then became a nonprofit).

Cottonwood Heights was established as a city in 2005, the arts council was created in May 2009.

3. If your organization was approved for funds in the 2020 Tier II funding cycle, please briefly explain where your

organization is at in the process of using your funds.

If not funded in the 2020 cycle, please enter "Not Applicable". The board expects you will spend your funds according to your 2020 application; your funds don't need to have been spent yet. Think of this as a mini progress report for the board.

The ZAP funding for 2020 was used to create virtual online events, auditions for the summer musical Matilda, and stage and technical equipment.

The virtual events were hosted on Facebook, Instagram, and Zoom. The events were Theater in the Heights, a fine art show, featured artist, visit with Santa, Theater Master Class, and Matilda auditions. The arts council used ZAP funding to advertise and create the Santa set and Matilda advertisement.

They are in the process of using the remaining Zap funds to purchase necessary sound, lighting, building, and storage equipment and tools to produce staged events at Butler Middle School. In the past, we have rented, and our volunteers have brought their own equipment.

This past year the arts council has been working on an outdoor metal tree sculpture for the courtyard at city hall. They are happy to announce that the sculpture, the first art piece for the city, will be installed this summer.

4. Total operating expenses from your last completed fiscal year (subtract out In-Kind expenses)

NUMBERS ONLY. Enter in "\$XX,XXX" format. Find the total for Table 2, Column A (expenses for most recently completed FY). Subtract any in-kind you entered in (Table 2, Column A, Line 20). Use this number.

\$76,963.66

About Your Request

5. Your organization is requesting...

Your answer to this question will change the questions you will answer.

- ☒ General operational funding for arts/cultural/botanical organization
- ☐ Funding for an arts/cultural/botanical project or program

6. Name of project/program:

-answer not presented because of the answer to #5-

7. Describe specifically how your organization will spend the ZAP funds that you are requesting (e.g. what you will spend it in, how much will be spent, location of expenses, when they will be spent, etc.)

Be as SPECIFIC as possible (example: \$500 for purchase & rental of sheet music; \$1000 for rehearsal venue rental). This is NOT a description of the program. If requesting more than RECEIVED last year, provide a clear justification for the increase.

- If the CHAC is awarded the \$15,000 ZAP grant in FY22 it will distribute as followed:
- The largest percentage from ZAP funding will be used for the musical Matilda with performances in July. The musical is budgeted at \$30,000, with \$9,600 coming from ZAP. The funding will be used to purchase the musical rights, facility rental, set material, and costumes. It is held at Butler Middle School Auditorium.
- A Christmas program is scheduled for December. It is budgeted for \$6,000, with \$1,800 coming from ZAP. The funding will be used for facility rental, set design, costumes, and rights to the program. It will be performed at Butler Middle School Auditorium.
- Four Master Classes including a painting class in July, a Writing class in February, a theatre Class in March, and a Photography class in April. These are budgeted for a total of \$2,500, with \$1,000 coming from ZAP. The classes will be held at Cottonwood Heights City Hall and Butler Park.
- Photography Show is held in April at Cottonwood Heights City Hall. It's budgeted for \$500, with \$100 coming from ZAP. This would help pay for ribbons, non-monetary awards, and other supplies.
- Poetry Class is held in February at Cottonwood Heights City Hall. It's budgeted for \$200, with \$50 coming from ZAP. This advertising and office supplies.
- Fine Art Show is held in October at Cottonwood Heights City Hall. It's budgeted for \$400, with \$50 coming from ZAP. This would help pay for ribbons, non-monetary awards, and other supplies.
- Multi-Cultural performance held in January at Butler Middle Auditorium. It's budgeted for \$2000, with \$1000 from ZAP. This would pay for facility rental, advertising, and set design.
- Art Fair will be held at Cottonwood Heights City Hall in May. It's budgeted for \$500, with \$100 from ZAP. This would pay for setup and advertising.
- Stage and Technical Equipment, used for rental, repair, and purchases throughout the year. The arts council budgeted \$9,000, with \$800 coming from the ZAP.
- Marketing and advertisement budget. The budget is set at \$7,000, with \$500 coming from ZAP. The funding would go toward a graphic artist, social media posts, flyers, signage, and other printing needs.

8. List each of your organization's major programs.

Include: 1) a basic description, 2) its primary audience, and 3) why it was created for each. Think of this as an arts resume for your organization.

Theater in the Heights – Tips of the Trade

Due to COVID-19, the arts council was not able to have their annual musical. They wanted to keep the theater spirit alive for the actors, so they created a virtual event called Theater in the Heights - Tips of the Trade in July on Facebook and Instagram.

The theater lessons were daily posts about acting, auditioning, stage lingo, and uplifting quotes. Altogether there were 38 posts with 12 videos from theater masters and professionals. The arts council felt this was a successful event

The arts council hoped the classes helped those looking to improve their acting skills and theater knowledge. One of the quotes shared was from Neil Patrick Harris: "Sometimes you can have the smallest role in the smallest production and still have a big impact." The Theater in the Heights – Tips of the Trade virtual event may have been a small production, but hopefully it had a big impact.

Artist of the Month- Virtual Artist Spotlight

Before COVID-19, the arts council has a monthly art exhibit at City Hall. Each month there would be a new featured artist. The arts council decided to have the full year's exhibit on social media last September.

They featured 11 artists that spanned a wide range of media and included a few art quotes - a total of 20 posts. The unique aspect of this event is that the artist was asked a question about their art during the pandemic their answer was posted alongside their artwork.

Virtual Art Show

The annual art show became virtual last November. The art show highlighted over 90 pieces. New artwork was added weekly. The art was a mix of drawings, sculptures, watercolors, acrylics, and oils. The arts council included some art education and history with each post. There was also a youth category. The art show was a major success. Many artists commented about having the event during the pandemic: it gave them some normalcy.

Visit Santa at his Workshop

The arts council partnered with Cottonwood Heights City and Midvale Main Street Theatre to create the ultimate once-in-a-lifetime experience to visit Santa and Mrs. Clause at the North Pole in his workshop.

Midvale Main Street Theatre stage was turned into Santa's workshop filled with toys for all ages, a tree, and, of course, Santa's chair. When the families registered, they included the necessary information, such as names, ages, and their Santa wish list. The event was held over zoom and had around 225 participants. It was a safe and special way for kids to interact with Santa.

Musial Auditions

Each March the arts council holds auditions for their summer musical. This last march they had over 237 auditions and 150 callbacks which were done safely on Zoom.

9. Explain the project you will use your requested funding for.

-answer not presented because of the answer to #5-

10. Please give a brief description of other services your organization provides.

-answer not presented because of the answer to #5-

About Your Organization

11. Explain your organizational structure including staff and board make-up, and consistent volunteer involvement.

Successful applicants demonstrate engaged, active, and qualified individuals working within their organization

The Arts Council is part of Cottonwood Heights and falls under the primary supervision of the city manager. The Arts Council (CHAC) acts as a voluntary advisory body to the city to promote arts and cultural events for the enrichment of the city and its residents. It also is intended to enhance the quality of life in the community. To further that goal, the CHAC shall pursue the following purposes:

(a) Promote events and activities which encourage community residents to enjoy a broad spectrum of literary, visual, and performing arts and dance;

(b) Provide opportunities for residents to develop and display their talents by participating in literature, visual art exhibits, and performing arts events; and

(c) Promote other activities to expand and enhance the interests of residents in artistic and cultural events. The CHAC shall consist of up to 13 members. Currently, there are 11 members, each of whom brings a unique talent to the council and through those talents, bring new and exciting arts to Cottonwood Heights. . The city manager appoints a liaison to the CHAC to assist with events, but each contributing member of the arts council must chair or co-chair one event each year. These volunteers volunteer hundreds of hours each year in their positions.

12. Explain your organization's efforts to reach under-served communities in Salt Lake County. Please: A) Define which communities you are reaching, B) Describe what your organization has already done, and C) Describe what your organization is planning to do and how you plan to expand the equitable reach of your efforts.

Under-served populations have limited access to resources (eg. by geography, language, economics, physical accessibility, etc). For resources on developing equity efforts, please see the Capacity Building Resources link in the Resource Library. CHAC is consistently looking for new ways to provide all residents affordable programs to enjoy. Cottonwood Heights consists of an elder population with fixed incomes, single adults, and young families.

To help the under-served most of the CHAC events and programs are free. The arts council is always looking for creative ways to keep the cost minimal. One example is hand-delivering their flyers/announcements instead of mailing. In addition, they are always on the lookout for sponsorships and partnerships with other entities. This year they were not able to hold in-person events, however, all of the virtual events were free.

The CHAC will keep looking at ways to help the diverse and under-served population. They are planning to create their flyers in English and Spanish. This next fiscal year the arts council is planning on hosting a diversity art exhibit and senior art exhibit.

13. Did your organization adapt its programming to COVID over the last year, and if so how; and what are your plans to adapt and respond to pandemic-related challenges over the next year?

The CHAC had the ability to adjust most of the planned in-person events to virtual events. These virtual events were held on Facebook, Instagram, and Zoom.

The summer musical production started by having our first-ever Zoom auditions in March. The arts council decided to double cast the lead roles in the event an actor had to leave due to Covid-19 reasons. The rehearsals started in April, with half in-person and half virtual rehearsal schedules, this allowed the cast to keep the social-distancing guidelines for Covid-19. The cast, crew, and council will continue using the safety precautions that are in place and adjust accordingly for each update.

They plan to move forward with most events in person with extra safety precautions directed by the local or state government.

Requesting Over \$15K (Q14-16- ONLY over \$15k. If requesting \$15k or LESS, answer "Not Applicable")

14. How does your organization uniquely contribute to an artistically/culturally vibrant community in Salt Lake County? (If requesting \$15,000 or less, answer "Not Applicable")

Explain what makes your organization unique in your discipline (your niche) and how you are doing it well. Examples of vibrancy: artist selection, geographic community served, standards adhered to, community need filled, participant experience, etc.

Not Applicable

15. Tell a story from the past year of a moment when it was clear that your organization positively impacted the community. (if requesting \$15,000 or less, answer "Not Applicable")

Use this story to provide a compelling argument as to why tax-payer dollars should fund your project or operations. Where possible, highlight where your organization leveraged funding, strategic partnerships, outreach, etc. to maximize its impact.

Not Applicable

16. What are your organization's key goals for the next three years? How do you plan to achieve each goal? (if requesting \$15,000 or less, answer "Not Applicable")

List each goal along with a description of how you're achieving it. We recommend adding how your requested ZAP funding would help you achieve those goals. This answer should be distinct from Q13.

Not Applicable

Submit Your Data via Smartsheets (required for all applicants)

17. Please use the following link to complete the 2021 Tier II Additional Data: <http://tiny.cc/zapdata>. Tier II Board Members can access this data on a separate dashboard (page 2 of the dash board): <https://tinyurl.com/2wd53c7f>

This form includes the data questions for your 2021 application. This is REQUIRED. After submitting, please return to this application and complete this question by clicking the checkbox below.

✓ I certify I have submitted the Additional Data form via Smartsheets.

Budget top

Table 1: REVENUE AND FUNDING (3-year Overview)

	(A) MOST RECENTLY COMPLETED FY: Actuals	(B) CURRENT FY: Projected	(C) REQUESTED FY: Projected
1. Program Service Revenue (admission, tuition, enrollment, etc)	\$ 30,983.20	\$ 0.00	\$ 40,000.00
2. Other Earned Income (eg. concessions, contracted services, merchandise, any other earned revenue sources not covered in 1)	\$ 4,253.66	\$ 0.00	\$ 3,000.00
3. Private Contributions (Individual, Corporate, Foundation) (explain in Budget Narrative)	\$ 2,726.80	\$ 250.00	\$ 500.00
4. Public Contributions (Federal, State, Local gov.) (explain in Budget Narrative)	\$ 20,500.00	\$ 45,364.15	\$ 38,918.00
5. Other Grants (list and explain in Budget Narrative)	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00
6. Other Revenue (explain in Budget Narrative)	\$ 0.00	\$ 0.00	\$ 0.00
7. In-Kind (Be sure to include volunteer hours at \$27.20/hour. Explain in Budget Narrative)	\$ 122,544.00	\$ 15,131.60	\$ 125,000.00
8. ZAP Local Arts Agency Advancement Initiative Award (not applicable to most applicants)			
9. ZAP Grant (in requested FY, enter amount requested in this application)	\$ 14,000.00	\$ 13,900.00	\$ 15,000.00
Total	\$ 199,507.66	\$ 79,145.75	\$ 226,918.00

Table 2: EXPENSES AND FUNDING USES (3-Year Overview)

	(A) MOST RECENTLY COMPLETED FY: Actuals	(B) CURRENT FY: Projected	(C) REQUESTED FY: Projected
10. Salaries and Benefits	\$ 30,486.00	\$ 58,054.00	\$ 58,000.00
11. Independent Contractor Fees	\$ 3,953.11	\$ 17,500.00	\$ 8,550.00
12. Program Expenses (excluding #13)	\$ 15,178.09	\$ 7,159.69	\$ 17,950.00
13. Royalties/licensing fees	\$ 6,842.71	\$ 549.00	\$ 6,900.00
14. General Administration/Office Expenses	\$ 72.76	\$ 0.00	\$ 1,700.00
15. Travel and Housing (Explain in Budget Narrative)	\$ 0.00	\$ 0.00	\$ 0.00
16. Marketing/Public Relations	\$ 3,454.68	\$ 432.26	\$ 7,500.00
17. Development/Fundraising	\$ 0.00	\$ 0.00	\$ 0.00
18. Facility Rent/Mortgage (include utilities)	\$ 4,764.68	\$ 0.00	\$ 2,500.00
19. Accounting and Legal	\$ 0.00	\$ 0.00	\$ 0.00
20. In-Kind (This should match the number entered in Revenue #7)	\$ 122,544.00	\$ 15,313.60	\$ 125,000.00
21. Other Expenses (Explain in Budget Narrative)	\$ 25.00	\$ 11,205.20	\$ 14,000.00
22. Insurance (non-employment related)			
Total	\$ 187,321.03	\$ 110,213.75	\$ 242,100.00

Budget Narrative

Line 3 - Sponsorships from public and business

Line 4 - Cottonwood Heights yearly budgets the arts council \$10,000. They also allow the arts council to carry over any unspent revenue.

Line 5 - This is a grant from the Utah Division of Arts and Museums

Line 7 - FY21 The volunteers had a total of 563 hours, they helped create a Santas Workshop for the Zoom Visit with Santa. We had over 200 actors' auditions for Matilda on zoom the 4 volunteers (Directors) spent 4 days 5 hour days online for the auditions and many hours before and after. We had 50 artists submit their art which took a volunteer 8 hours to organize and post on social media. The arts council posted on social medial theater tips which took over 64 hours to gather the material and volunteers to create videos. FY20 volunteer hours were mostly from the musical, the unpaid cast had over 2688 rehearsing and 1440 during the show. The production crew had a total of 1200 hours.

Line 21 - FY21 the arts council is in the process of purchasing needed items for any theater shows. The items are building supplies, sound, lighting, and storage equipment. In prior years the arts council has borrowed or rented this

item.

FY22 The arts council is in the process of creating a new marketing branding for all of their events, these funds will help pay for the graphic artist and new marketing material. The funds are also used for new microphones, lighting equipment (light bulbs), and update sound equipment.

Documents [top](#)

Documents Requested *

Required for all applications: Organization Chart

Required for ALL requests over \$15k: Board Member List

Required for ALL requests over \$15k: Auditor's peer review letter (Due June 25)

Required for requests over \$15k, under \$30k:
Certified financial review (most recently completed fiscal year; due June 25)

Required for requests over \$30k, under \$60k:
Certified financial audit (most recently completed fiscal year; due June 25)

Required for requests over \$60k: Three consecutive years of audits (Due June 25)

List of current partnership programs

Visual documents

Annual report/brochures/strategic plan/news articles

High-Res File of Org Logo (PNG, AI, PDF, high-res JPG)

Required? Attached Documents *



[CWH Arts Council Organization Chart](#)

[Cottonwood Heights Arts Council Partnerships](#)

[Matilda](#)

[Master Class Advertisement](#)

[Now playing](#)

[Facebook Showcases](#)

[Theater in the Heights Master Class](#)

[Virtual Visit with Santa](#)

[Virtual Visit with Santa in workshop](#)

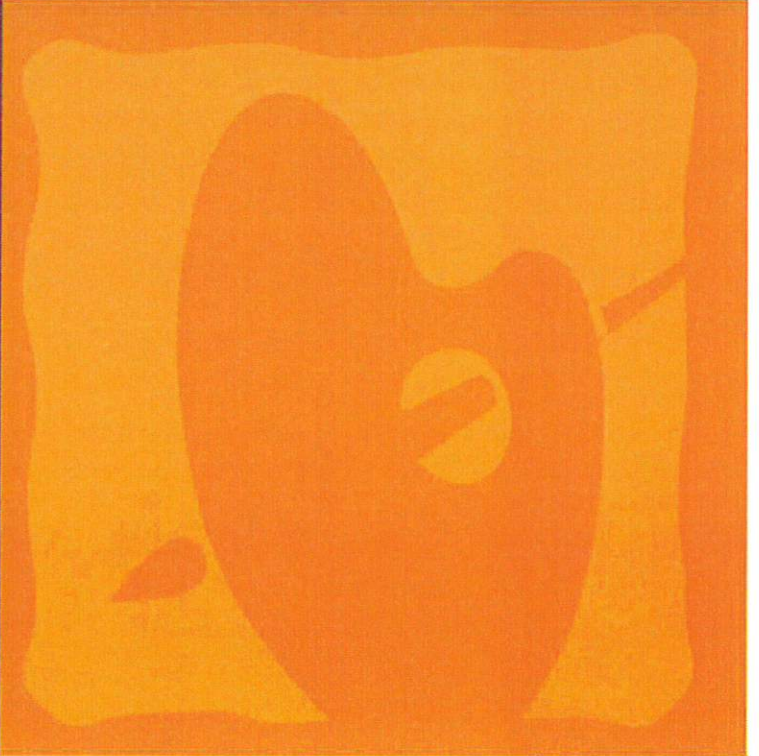
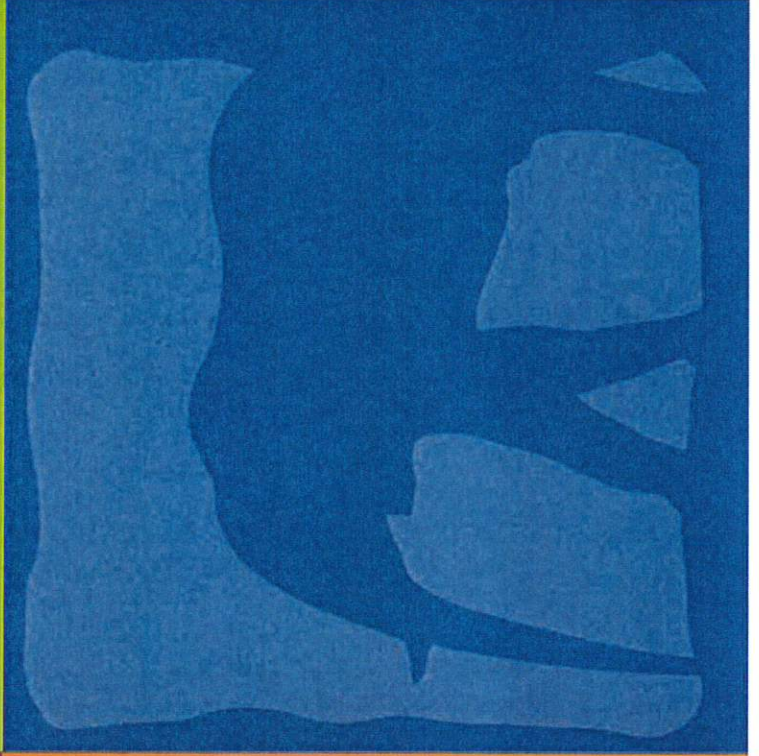
* ZoomGrants™ is not responsible for the content of uploaded documents.

Application ID: 348667

Become a [fan of ZoomGrants™](#) on Facebook
Problems? Contact us at Questions@ZoomGrants.com
©2002-2021 GrantAnalyst.com. All rights reserved.
"ZoomGrants" and the ZoomGrants logo are trademarks of GrantAnalyst.com, LLC.
[Logout](#) | [Browser](#)

Salt Lake County
**ZOO, ARTS
& PARKS**
(ZAP) Program

Contractual Media
Obligations
Acknowledgement
Expectations





CONTRACTUAL MEDIA OBLIGATIONS

INTRODUCTION

Congratulations on receiving a grant from Salt Lake County Zoo, Arts & Parks (ZAP) program.

ZAP's mission is to enhance Salt Lake County resident and visitor experiences through cultural and recreational offerings. While we don't need to tell you how important arts, culture and recreation are, we do need your help in telling others.

ZAP grants are different funding from foundations or private donors because ZAP funds are public tax dollars approved by the voters of Salt Lake County. That's why as part of your contract we require you, our cultural partner, to spread the word about the value of ZAP to your constituents.

This guide reviews your contractual media obligations and defines the correct usage of the ZAP IS YOU.ORG logo and citation, to ensure that ZAP's visual identity remains consistent through the many applications in which it occurs.



RECOGNIZING ZAP

In your ZAP Contract, your organization has agreed to acknowledge the Salt Lake County Zoo, Arts and Parks program ("ZAP Program") in multiple mediums, including acknowledging the Salt Lake County ZAP Program at events for which funds have been utilized.

CONTRACTUAL MEDIA OBLIGATIONS

1. As a grantee you agree to use your organization's best efforts to use the official Zoo, Arts & Parks logo on: **written material such as playbills, brochures, appropriate advertisements, flyers, banners, websites and newsletters**. You may use other acknowledgments as appropriate, such as announcements from the stage, in media releases, on supertitles, on pre-event videos, etc.

The correct usage can be found on **Page 4 (ZAP Logo Usage Guide)**.

2. You also agree to provide the County with press releases and other public relations material designed to promote your organization's programs and projects. Submission by email is preferred at PRZAP@slco.org.

3. On your organization's website, the Zoo, Arts and Parks logo must be displayed on the donor/sponsor page or other prominent page of the website. Please follow the logo usage guidelines on **Page 4 (ZAP Logo Usage Guide)**.

4. Your organization further agrees to publicly announce (in some manner) that the applicable programming is supported by the Salt Lake County Zoo, Arts & Parks Program (using this or similar wording). **Please use "supported by" or "partially funded by" as opposed to "sponsored by"**.

For additional suggestions for wording your ZAP acknowledgments, please see **Page 8 (Acknowledgment Expectations)**.

5. Your organization must also provide the County with a copy of programs or other printed material acknowledging the County and the ZAP Program in your Evaluation Report (submitted via ZoomGrants).

CONTRACTUAL MEDIA OBLIGATIONS

NOW PLAYING UTAH

Your organization must also use the www.nowplayingutah.com (NPU) website to promote your events.

This arts and cultural calendar is managed under Utah Cultural Alliance, and was created in order to benefit Utah's arts and cultural community and individuals interested in attending arts and cultural events.

Your organization should provide its publicity materials to NPU in a timely manner and shall promote the NPU website among your constituents, patrons, audiences, etc., including linking to NPU from your organization's website.

Your organization also agrees to list artist profiles on NPU.

BOARD INVITATIONS

As a grantee, your organization agrees to provide tickets to any non-fundraising event, without charge and within reason, as requested by your County's representative to enable your ZAP Advisory Board to better review and evaluate your organization and programs.

You are encouraged to extend to Advisory Board members an invitation to at least one event per year without charge for evaluation purposes. Please use the ZAP invitation form, most easily found on the "Tools for Currently Funded Organizations" page of the ZAP website,, to submit invitations to the Advisory Board

ZAP MONTHLY NEWSLETTER

Although not a contractual media obligation, as marketing and promotion staff or volunteers for your organization, it is important that you subscribe to the ZAP Monthly Newsletter in order to stay abreast of ZAP grantee updates, program news, important announcements, and opportunities we have to share with your organization. This is our **PRIMARY** mode of communication with your organizations throughout the year.

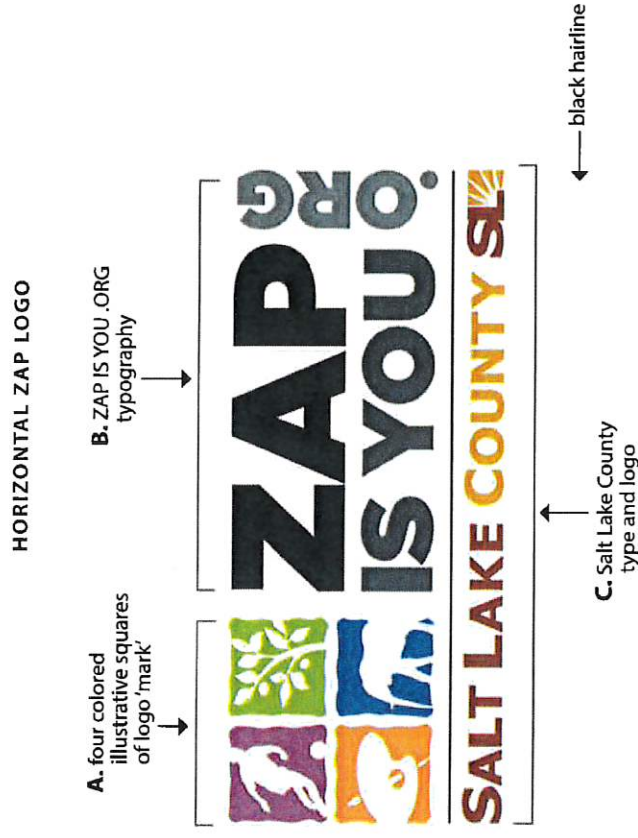
You can subscribe to the newsletter at the "Tools for Currently Funded Organizations" page of the ZAP website.

ZAP LOGO USAGE GUIDE

ELEMENTS

The elements of the ZAP logo are:

- A. Four colored illustrative squares (the 'mark')
- B. ZAP IS YOU. ORG typography (the 'logotype')
- C. Salt Lake County type and logo



FORMATS

There is both a horizontal and vertical version of the ZAP logo.

Visit the ZAP website (www.zapisyou.org) — specifically, the “Tools for Currently Funded Grantees” — to download all logo artwork.

- The horizontal logo is the primary logo and is to be used wherever possible.
- The Spanish version of the ZAP logo may be used at the recipient's discretion.
- The relative size and position of each of these elements must remain as shown in each of the two logo versions (no stretching/ skewing).

VERTICAL ZAP LOGO



ZAP LOGO USAGE GUIDE

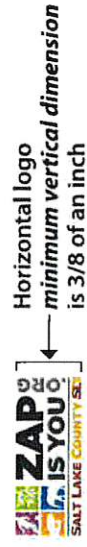
SIZE REQUIREMENTS

- The height of the horizontal logo must remain legible & therefore never be printed smaller than 3/8 inch.
- The height of the vertical logo must remain legible & therefore never be printed smaller than 3/4 inch.

Note:

In the event the marketing piece is less than 4 inches tall, the ZAP logo's height, regardless if you are using the horizontal or vertical logo, must never be less than 5% of the marketing piece's height.

The ZAP logo should always be the same size as other sponsor logos on an organization's marketing material. It can appear bigger if ZAP is the primary funder of your organization's activities.



CLEAR SPACE

In order for the ZAP logo to be clearly seen, please don't place other elements too close to the logo.

When using the horizontal logo, leave a clear space that equals AT LEAST the width/height of a single square from the logo 'mark' (the illustrative elements of the logo).

When using the vertical logo, leave a clear space that equals AT LEAST approximately 3/4 the width/height of a single square from the logo 'mark'.



ZAP LOGO USAGE GUIDE

COLOR & VERSIONS

The ZAP logo **MUST** be printed in color when printed on color marketing material.
(Refer to CMYK and RGB values at right.)

When needed, a one-color BLACK version is provided. In one-color applications, the ZAP logo must always appear in **black**.

If the value of background on which the logo will appear is darker than 50% (-ish), the reversed version of the logo should be used.

The reversed version of the logo must always appear as **white**.

FULL COLOR ZAP LOGO



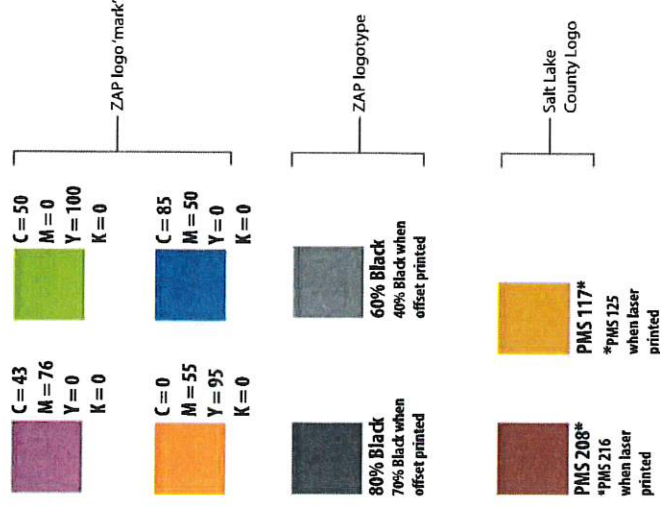
BLACK & WHITE ZAP LOGO



REVERSED ZAP LOGO



COLOR PALETTE



LOGO DON'TS

The integrity of the ZAP brand is highly dependent on consistent and proper use of the ZAPISYOU.ORG logo

Please:

- Use color only as specific within this guide. Do not use colors outside of the ZAP logo color palette.
- Do not move colors around within the logo.
- Do not extend or condense the logo.
- Do not rotate or tilt the logo.
- Do not delete any part of the logo (ie. Salt Lake County).



Do not change logo coloration



Do not stretch or skew logo



Do not rotate or tilt logo



Do not delete any part of the logo
(i.e. "Salt Lake County")

ACKNOWLEDGEMENT EXPECTATIONS

REQUIREMENTS	EXCEPTIONS
Recipients must include the ZAP logo on: <ul style="list-style-type: none">• Brochures, printed programs, and/or playbills (May choose to use a ZAP graphic in place of logo; see Page 8 for designs)• Organization's website (Logo image should be linked directly to the www.zapisyou.org website)• Organization's newsletter (Especially in the event that this is your primary mode of communication with your constituents)	Do not include the ZAP logo on: <ul style="list-style-type: none">• SWAG• Material for Fundraising events (Only public activities & programming)• Guerilla/Non-traditional marketing items

IMPORTANT

Whenever donors are listed (ei. on a brochure, playbill, etc) ZAP must be acknowledged in your organization's donor list at the donation level of funds received from ZAP.

ZAP should be acknowledged at the donation level of funds received for each program your ZAP funds are being used to support.

If your organization has questions about acknowledging ZAP across your different kinds of media assets or programs, please contact ZAP staff for clarification.

Please do not acknowledge ZAP on materials for activities that ZAP cannot fund (ei. political or lobbying events, religious programs, social service programs, etc).

ACKNOWLEDGEMENT LANGUAGE

WRITTEN

When you absolutely cannot use the ZAP logo (ei. do not have a printed program) and can only provide a written acknowledgment, please use the phrase:

"[organization name] is funded in part by Salt Lake County Zoo, Arts & Parks (ZAP)"

VERBAL

We encourage all ZAP recipients to verbally thank the public just before a performance or event begins.

Sample Verbal Statement #1

"[Organization's name] would like to thank the residents of Salt Lake County for their continued support of arts, culture, and recreation through the Salt Lake County Zoo, Arts & Parks program.

When you pay sales tax, one penny out of every \$10 is set aside to strengthen our community. Your support matters. Thank you!"

Sample Verbal Statement #2

"[Organization's name] is funded in part by the residents of Salt Lake County through the Zoo, Arts & Parks program. Your support matters. Thank you!"

TELEVISION, RADIO & NEWSPAPER

When possible when paying for television ads, please use the ZAP logo.

If being interviewed on television, radio, or for a newspaper story, please make your best effort to 1) thank the public, 2) acknowledge Salt Lake County, and 3) acknowledge Zoo, Arts & Parks.

Sample Statement #1

"[Organization's name] is funded in part by the residents of Salt Lake County through the Zoo, Arts & Parks program. Your support matters. Thank you!"

ZAP GRAPHICS

Instead of using the ZAP logo alone, your organization may use a ZAP graphic to acknowledge the program. All artwork is available on the ZAP website under the "Tools for Currently Funded Grantees" page.

VENUE SIGNAGE

Contact ZAP staff to reserve a Zoo, Arts & Parks banner for your events. If your budget permits, feel free to print your own using the artwork files available on the ZAP website.

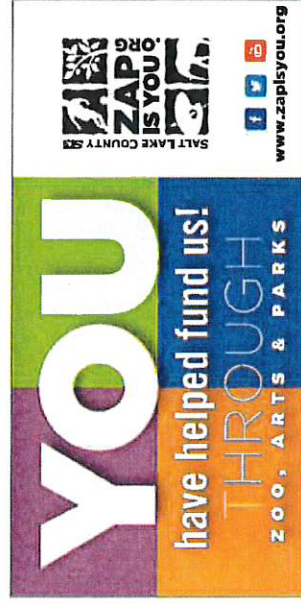
We also encourage all ZAP recipients to display a window cling at their facility year round.

Window clings and banners are available and can be picked up at the ZAP offices at the Salt Lake County Government Center at any time during regular business hours:

2001 South State Street
North Building, Third Floor, Suite 200
Salt Lake City, UT 84190



window clings



horizontal banner



vertical banner

NON-CONTRACTUAL MEDIA OBLIGATIONS

These opportunities are not contractual obligations and are not required. They do not effect application review or your ability to receive funding.

ZAP AND SOCIAL MEDIA

ZAP staff uses best efforts to collaborate with our grantees and amplify your impact with Salt Lake County Residents by sharing grantee programming and events on social media. Our goal is to help maximize impact and equitable engagement.

Connect with us on social media! Please:

- like our Facebook Page
- Follow us on Instagram and Twitter
- Subscribe to our Youtube Channel

See below for more information regarding our social media streams:



INSTAGRAM @SLCOZAP

www.instagram.com/slcozap/

In addition to following us on Instagram, please tag ZAP in any photo that shows your organization's event or activity that was directly funded by your ZAP grant, and please use the ZAP hashtags.



TWITTER @SLCOZAP

www.twitter.com/slcozap

Include either the ZAP twitter handle @slcoZAP or the hashtag #slcoZAP on Twitter posts highlighting ZAP as it relates to your organization.



FACEBOOK @SLCOZAP

www.facebook.com/slcoZAP

When referring to ZAP on Facebook, tag/link directly to the Salt Lake County Zoo, Arts and Parks Facebook Page

#ZAPTICKETTUESDAY

On Facebook, we host a weekly giveaway called #ZAPTicketTuesday, where Salt Lake County residents can enter to win tickets upcoming shows, performances, or admission to grant recipient locations.

This is a great way to promote your organization and attract new audiences. If you would like to participate and donate a giveaway prize, please visit our website zapisyou.org, and under the "Tools for Current Grantees" tab on the left-hand side there is a link to fill out a ZAP Ticket Tuesday Form

HASHTAGS

On all platforms:

#ZAPisyou

#slcoZAP

For ZAP Summer Passport Related Posts:

#ZAPKidsSummerPassport

NON-CONTRACTUAL MEDIA OBLIGATIONS

ZAP BLOG

ZAP hosts a blog on the ZAP Website, and we invite your organization to submit posts to the ZAP blog. We want to share stories of your work, and the personal impact of arts, culture and recreation with the public and officials. Your blog post will be shared on our social media in addition to being put on our website.

If you're interested in contributing, please contact the ZAP Program Coordinator to discuss details and schedule a date.

A successful blog post includes:

- 3-5 images
- 500-700 words
- A short, snappy title
- A short, two to three sentence bio of the author
- An engaging story with short paragraphs

Remember: Blog posts are not press releases...this is storytelling! People love watching (or reading about) other people. This is a great chance to make it personal.



YOUTUBE

www.youtube.com/zooartsandparks
If you have produced videos highlighting your organization, we would like to share them on our ZAP YouTube channel. Please first subscribe to the ZAP YouTube Channel, and then send appropriate video links to PRZAP@slco.org with "YouTube Video link(s)" in the subject line.

RECOMMENDED SOCIAL MEDIA TIPS

We encourage you (through your organization's own social media accounts) to:

- Thank the public for their support of the ZAP Program
- Let your followers know you are funded in part by Salt Lake County Zoo, Arts & Parks
- Highlight how the public benefits from your programs

IMAGES

These are suggested tips on what images your organization should be sharing to better promote your programming.

- High resolution photo (landscape or portrait, both are great!)
- Dynamic or showing actions of what your organization does (i.e. rehearsals, painting, outreach, etc.)
- Photo credit (if needed)

We want your images to tell your story, to show all the hard work you do and what you provide to the public.